Community Health Needs Assessment for Billings Clinic and Yellowstone County

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November 8, 2012
Our Mission: Health Care, Education, Research

Our Vision: Billings Clinic will be a national leader in providing the best quality, patient safety, service and value.
About Billings Clinic

- Integrated medical foundation model led by physicians
- Community governed, not-for-profit organization
- Quality care is delivered by 240 employed physicians and more than 3,400 clinical and support staff
- 272-bed tertiary hospital with 90-bed assisted living center and seven regional clinics in Montana and Wyoming
- Level II Trauma Center with two fixed-wing planes
- Family Birth Center with Level III NICU
Yellowstone County
The Alliance: What unites us?

• Shared focus on patient care and community health
• Employees engaged in community organizations
• Shared responsibility to care for vulnerable populations
• Shared CHAs in 1994, 2006, 2011
The Alliance
The Alliance

Shared Vision:

Together, our purpose is to provide leadership in improving our community's health, including for those who are underserved and most vulnerable, in ways that surpass our individual capacity.
Yellowstone County residents are struggling with these modifiable health risks:

- 89.1% present one or more cardiovascular disease risk factors
- 62.7% are overweight or obese
- Only 41.4% meet physical activity recommendations

2006 Results
Alliance Response to the CHA

- **Action:** Form the Healthy by Design Advisory Committee
- **Vision:** A community that is Healthy By Design
- **Mission:** Collaborate across sectors to create healthier lifestyles
New Partners at the working table

- Better Billings Foundation
- Big Sky EDA
- Big Sky State Games
- Billings Family YMCA
- Cancer Control Coalition
- Chamber of Commerce/CVB
- City-County Planning Dept.
- Community health advocates
- League of Women Voters

- McCall Development
- MET Transit
- MSU-Billings
- MSU Extension Service
- Nutrition for the Future
- Safe Routes to School
- School Health Advisory Committee
“Community” Health Assessment

- It is, after all, a community health assessment
- Collaboration improves the process – more buy in on the front end of the process
- Collaboration provides additional resources to ensure the assessment is used and the health of the community is improved
- Meets the needs of stakeholders and the IRS
Collaboration on the Front End

1. The 3 organizations appoint key leaders to finalize questions & coordinate focus groups
2. The 3 representatives research and select a vendor
   - PRC vendor of choice
   - Benchmarks, trend reports, tested questions, proven results
   - Share cost & time
   - Took 6 months from start to press release
What Questions to Ask?

- Base from vendor
- Trending from last survey
- Internal review process @ each organization
- Back to Geneva for finalization
  - New topics replace dated topics
    - Screen time IN, fluoride OUT
The process of collaboration in survey design

Organizational Review of Questions

Organizational desires evaluated against unified desires

Single survey designed
**BENCHMARKING**

- State BRFSS data (CDC)
- US Survey Data (PRC National Health Survey)
- Healthy People 2020 targets
- State and national vital statistics

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**Telephone Survey**

- Random sample of 400 adults
- 150 survey items, 20-25 minutes
- 4.9% maximum error
- Each percentage of the total sample represents roughly 1,114 county residents

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**Secondary Data**

- Public Health Data/Vital Statistics

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**Focus Groups**

1. Physicians and Other Health Professionals
2. Legislators
3. Social Service Providers
4. Educators
5. Employers
Experience “Fair” or “Poor” Physical Health

- Yellowstone County: 17.1%
- Montana: 14.5%
- United States: 17.4%

Similar to MT & US findings:

Significantly worse than found in 2005:

- Yellowstone Co 2005: 10.5%
- Yellowstone Co 2010: 17.1%

Sources:
- PRC Community Health Surveys, Professional Research Consultants, Inc. [Item 5]
- 2008 PRC National Health Survey, Professional Research Consultants.

Notes:
- Asked of all respondents.
Experience “Fair” or “Poor” Physical Health
(Yellowstone County, 2010)

25% of county adults experience activity limitations due to a physical, mental or emotional issues (similar to US).
## 2010 PRC Community Health Assessment

### General Health

<table>
<thead>
<tr>
<th>POSITIVE TRENDS</th>
<th>NEGATIVE TRENDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Health Evaluations</td>
<td>Overall Health Evaluations</td>
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</tbody>
</table>

### Mental Health

<table>
<thead>
<tr>
<th>POSITIVE TRENDS</th>
<th>NEGATIVE TRENDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deaths from: Heart Disease, Stroke, Diabetes, Pneumonia/Influenza, Alzheimer’s Disease</td>
<td>Suicide Rate</td>
</tr>
</tbody>
</table>

### Disease

<table>
<thead>
<tr>
<th>POSITIVE TRENDS</th>
<th>NEGATIVE TRENDS</th>
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</thead>
<tbody>
<tr>
<td>Cholesterol Screening</td>
<td>Breast Cancer Screening</td>
</tr>
<tr>
<td>Children's Routine Medical Care</td>
<td>High Blood Pressure Prevalence</td>
</tr>
</tbody>
</table>

### Preventive Care

<table>
<thead>
<tr>
<th>POSITIVE TRENDS</th>
<th>NEGATIVE TRENDS</th>
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<tbody>
<tr>
<td>Fruit &amp; Vegetable Consumption</td>
<td>Overweight Prevalence</td>
</tr>
<tr>
<td>Cigarette Smoke in Homes</td>
<td>Cirrhosis/Liver Disease Deaths</td>
</tr>
</tbody>
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### Health Risk Behaviors

<table>
<thead>
<tr>
<th>POSITIVE TRENDS</th>
<th>NEGATIVE TRENDS</th>
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<tbody>
<tr>
<td>Infant Death Rate</td>
<td>Births to unwed mothers</td>
</tr>
<tr>
<td>Teen Births</td>
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### Maternal & Infant Health

Refer to the summary tables in the back of the Executive Summary for a full disposition of the benchmarks and trends.
The process of collaboration in action planning

Organizational desires & assets evaluated with community desires & assets

Organizational Review of Results & Action Planning

Unified

Plan to Improve the Community’s Health (PITCH) designed
Interventions to Improve Health

- **Behavioral Interventions**
  - E.g., Counseling, Education

- **Clinical Interventions**
  - E.g., Rx for HBP, diabetes, Disease Management,

- **One Time/Long-lasting Interventions**
  - E.g., Immunization, colonoscopy

- **Change the Context**
  - "Making the Default Option the Healthful Option"
  - E.g., Fluoridation, Smokefree Air, Trans Fat Ban

**Low Impact High Resource**

**High Impact Low Resource**
Policy Change Target

Population Scale

- Entire Population
- Multiple Sectors
- Single Sector
- Individual

Geographic Scale

- Neighborhood
- Community
- State
- National

Healthy Communities Target

Where many entities are now
National Prevention Strategy
America’s Plan for Better Health and Wellness

- Tobacco Free Living
- Preventing Drug Abuse and Excessive Alcohol Use
- Healthy Eating
- Active Living
- Mental and Emotional Well-being
- Empowered People
- Elimination of Health Disparities
- Clinical & Community Preventive Services
- Healthy & Safe Community Environments
- Injury and Violence Free Living

Increase the number of Americans who are healthy at every stage of life.
Billings Clinic’s Community Health Improvement Plan

- Internal Board Committee for Community Health Improvement (CHI) reviewed and approved CHI Plan
- Strategic Operating Plan includes objectives and steps towards community accountability via our work with Alliance and community health improvement
- Internal CHI goals are based on matching needs with available resources, such as clinical quality goals and measures that match with community needs (diabetes prevention)
Collective Next Steps

- Planning/Budgeting for next cycle in 2013
- Ongoing assessment of federal requirements, stakeholder needs and organizational goals
Lessons Learned/Advice

- This takes longer than you think it will (timeline plus flexibility)
- Needs high level and organizational support & dedicated staff
- Communicate frequently with partners
- Develop shared vision/goals for assessment
- Realize there will be bumps in the road
Resources

- Association for Community Health Improvement  
  www.achi.org
- American Public Health Association  
  www.apha.org
- Catholic Health Association  
  www.chausa.org
- Community Health Centers for Disease Control & Prevention  
  www.cdc.gov
- County Health Rankings  
  www.countyhealthrankings.org
- National Association of County & City Health Officials  
  http://naccho.org
- National Prevention Strategy  
- Public Health Accreditation Board  
  www.phaboard.org
The journey continues...